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JBL launches EMEA-wide ‘sound that fits you’ campaign for True Wireless range with Virgil van Dijk, Jesse Lingard and Lucas Hernandez

The integrated campaign spreads across influencer, social, eComm, and digital, with celebrating individuality and brand ambassadors at its core



Amsterdam, 25 May 2021 – JBL is delighted to announce the launch of its True Wireless marketing campaign which goes live throughout EMEA today. This integrated, full-funnel campaign will connect fans with the brand through creative storytelling and by providing a strategic platform to engage with brand ambassadors, football icons Virgil van Dijk, Lucas Hernandez and Jesse Lingard.

As summer approaches, JBL is working with its ambassadors to learn about them, their passions, and their stories to truly experience how JBL enhances and accompanies their day to day lives. Kicking this off through engaging video content, and highlighting how the JBL TWS range celebrates individuality, the 100% digital campaign will run across 11 European countries from 24th May 2021.

Inclusive of social, online video, and display ads, the campaign features creative messaging that will span the entire consumer journey and feature the brand's European football ambassadors, and the JBL Live PRO+ TWS earbuds as the hero product.

To connect with fans through even more authentic, engaging content, JBL is activating with lifestyle influencers in 8 European markets across their own, and JBL-owned social media channels. This will increase brand awareness and through creative product integration builds enthusiasm around the JBL Live PRO+ TWS earbuds.

Just like the ambassadors, the JBL TWS earbud range celebrates individuality with something for every music taste and lifestyle. From the sporty JBL Reflect MINI NC TWS to the stylish JBL Live PRO+ buds, the TWS range offers the opportunity for users to connect through great sound in a way that suits them.

“JBL and pop culture go hand-in-hand, and we love individuals that are as bold, colorful and vibrant as our products. This campaign is all about showcasing how we create unique and personal audio experiences in a fun and playful way and brand ambassadors are central to this. As music lovers and fans of JBL, it is natural to bring the likes of Virgil van Dijk, Jesse Lingard and Lucas Hernandez onboard for our ‘sound that fits you’ campaign. We want to show the world how we see sound - a unique aspect of our identity, that we provide with a voice through JBL technology.” said Nadin Mulder, sr. Director Marketing EMEA at HARMAN.

Check out some of the campaign hero videos here:



ABOUT JBL

JBL creates the amazing sound that shapes life's most epic moments. From iconic events like Woodstock and concerts at Madison Square Garden, to games at Yankee Stadium and weekend road trips, JBL elevates listeners' experiences with award-winning audio that lets them make the most of every moment. With 75 years of unmatched professional credentials and industry leading innovation, JBL has expertly blended a bold vision of the future with the passion and talent of engineers and designers around the globe. JBL's Signature Professional Sound is the leading technology that powers major pop culture events, and the brand has partnered with the world's top talent across music, sports and esports.

ABOUT HARMAN

HARMAN International (harman.com), a wholly-owned subsidiary of Samsung Electronics Co, LTD., designs and engineers connected products and solutions for automakers, consumers, and enterprises worldwide, including connected car systems, audio and visual products, enterprise automation solutions; and services supporting the Internet of Things. With leading brands including AKG®, Harman Kardon®, Infinity®, JBL®, Lexicon®, Mark Levinson® and Revel®, HARMAN is admired by audiophiles, musicians and the entertainment venues where they perform around the world. More than 25 million automobiles on the road today are equipped with HARMAN audio and connected car systems. Our software services power billions of mobile devices and systems that are connected, integrated and secure across all platforms, from work and home to car and mobile. HARMAN has a workforce of approximately 30,000 people across the Americas, Europe, and Asia.

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JBL